



## KEYS TO EFFECTIVE HEALTH PROMOTION



### Key #6: Effective program planning

#### **Take the time to plan health promotion programs before they are implemented.**

Effective planning enables better use of all your resources. Include all the steps below when you plan a health promotion activity.

- **Do your homework**  
Find the science and research that support your interventions. Look for similar programs that already exist.
- **Determine the specific health need(s)**  
Use these needs to target interventions to problems that are an issue for your population.
- **Organize a team**  
A team is a resource multiplier. Network and build as many partnerships as you can.
- **Make a plan, but don't start completely from scratch**  
Make a written plan for your program. Be sure your plan includes all the topics listed in this Key. Look for every opportunity to take advantage of resources that already exist. Don't reinvent the wheel.
- **Select a focus**  
Choose one or two main target areas for health promotion. Address all five stages of change in the target areas rather than trying to hit every possible health promotion topic.
- **Determine your resources**  
What assets do you have? What assets will you need? How can you fill the gaps?
- **Get Command support**  
Think like a Commander. Communicate the value of health promotion from the Commander's perspective.
- **Start the activity**  
Be flexible. Be prepared for unexpected challenges.
- **Market the activity**  
Keep your program visible for Commanders, line and medical personnel, program participants, and potential partners and volunteers.
- **Collect and analyze outcomes**  
Outcomes indicate program impact. Start with just a few outcomes – you don't have to collect everything. Remember that it's never too late to start measuring program impact.
- **Evaluate, improve and re-evaluate**  
Use participant feedback and program outcomes to determine program impact. Identify areas in need of improvement. Use outcomes to determine if expended resources were worth the results.